Vascular Surgery: Maintaining a Leadership Position

Scott Stevens
The University of Tennessee

"A Scheduled Heart Attack"

Why in the world?

Creative Disruption

Performance

- Most demanding use
- High quality use
- Disruptive Technology
- Medium quality use
- Low quality use

Time
Paralysis:

Focus on high ROI

Professor Clayton Christensen
Thinkers 50
Most influential thinker

The Economist
World’s leading management guru

Forbes
The most influential business theorist of last fifty years

The New Yorker
The most influential business thinker on earth

Rapid Iterations
Aorta Stent - Grafts

- High Risk
- Easy Anatomy
- Challenging
- Side Branches

Attack on Open Aortic Surgery
Colossal success
Forewarned and Prepared

Recipe for Failure

Recipe for Failure

Recipe for Failure

Recipe for Failure
Recipe for Failure

Podiatry – toes
Hospitalists – DVT
IR – embolize bleed
Wound Center

Recipe for Success

Job to be Done

Focus on what the patient needs
Don't frame them by our attributes

Recipe for Failure

Podiatry – toes
Hospitalists – DVT
IR – embolize bleed
Wound Center

Recipe for Failure

Podiatry – toes
Hospitalists – DVT
IR – embolize bleed
Wound Center

Recipe for Failure

Podiatry – toes
Hospitalists – DVT
IR – embolize bleed
Wound Center

Recipe for Failure

Podiatry – toes
Hospitalists – DVT
IR – embolize bleed
Wound Center
What Job Do Our Patients Hire Us For?

...To fix their broken blood vessels

Plan and Execute

Discover new and emerging markets

RVU

Protect the asset

Strengthen existing skills

Develop new skills and competencies
Never Outsource the Future

Control the curriculum
Disease process centered
Outcomes driven